

JOB DESCRIPTION

Job Title	Head of external relations
Reporting to	CE
Salary	£25,000 - £29,000
Benefits	25 days annual leave, Stakeholder pension
Location	Central London

The objective is to support and promote the work of Wikimedia UK which includes Wikipedia and other open content.

To do this, the Communications manager will need to:

- Be accountable for all aspects of communications for WMUK
- Support the CE in ensuring that the work and message of Wikimedia UK is clearly relayed to those within and without the WMUK community
- Support and encourage the participation of volunteers in the activities of Wikimedia UK.
- Be part of the office team delivering the Wikimedia UK plan
- Build a relationship of trust with the board and the broader Wikimedia community

Key responsibilities

Management duties

- Work with the CE to deliver and develop a communications strategy for WMUK.
- Support CE and board on external communications and creating a comprehensive comms policy.
- Report to the CE and administrator on the financial management of the communications strategy ensuring it remains on budget.
- Prepare regular, publically available, reports to the CE and board on the delivery of the communications strategy and how it can be developed.
- Encourage and promote the involvement of volunteers and ensure that volunteers are provided with opportunities to support and participate in the organization
- Maintain and develop the full range of Wiki pages within the WMUK community and develop any extra wikis as needed.
- Maintain and create means of communicating with the members and community including web sites, blogging and social media.
- Build up relationships with the media and develop media opportunities for WMUK
- Working with the Board and CE originate and disseminate press releases on behalf of WMUK.
- Create and develop links with external sympathetic organisations.
- Create publications for use by WMUK in its development, e.g, Annual Reports.
- To support other staff, trustees and volunteers in communications matters.

Project Management

- Support the CE and Board by developing an effective and evolving communications strategy.
- Be the first point of call for media enquiries.
- Develop media strategies and policies to promote the work of WMUK in particular the annual fundraiser
- Work with volunteers to discover media opportunities to promote their work
- Support the development of new projects including links with external organisations.

PERSON SPECIFICATION Experience

- Proven experience of delivering a communications strategy at a national level

- Understanding of the Wikimedia community and its communication tools
- Experience of working effectively with a team of volunteers
- Experience of working in a charitable or not-for-profit environment (desirable)
- Track record in writing, web editing and social media

Knowledge, Skills and Abilities

- Passionate about the aims and values of Wikimedia UK
- The energy to support the CE in growing an organisation from its earliest stages; using vision, innovation and strategic thinking
- Good people management skills, with the ability to involve and inspire volunteers working remotely over geographically dispersed locations
- An understanding of internet technologies, in particular wikis
- An understanding of Social Media.
- Excellent software skills, including Desk Top Publishing, Web Content Management Systems, word-processing, spreadsheets, internet procedures, and database applications.
- Excellent project management abilities.
- Flexible approach, with the capability to be a team player in a high-growth start-up environment, and identify and manage opportunities and risk.
- Logical, clear thinking, diplomatic and patient approach.
- Understanding of working with and managing volunteers; the ability to learn quickly and integrate within the Wikimedia community
- Ability to work flexible hours and locations as required
- Undertake training as required.
- Knowledge of other languages (desirable)